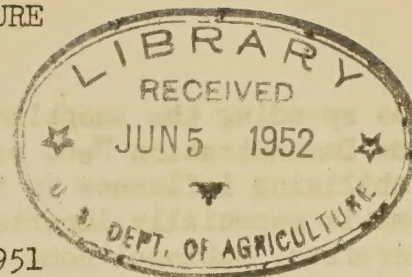


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UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Washington 25, D. C.



BRIEF SUMMARY

NATIONAL HOME DEMONSTRATION WEEK - 1951

Special Activities
Values of Home Demonstration Work
Plans for Follow-Up

"These times are a challenge to the homemaker, but thanks to the Extension program the challenge is easier to meet."

" . . . in one short year . . . I have gained new friends, have an active interest in the community and a much broader knowledge of homemaking."

"It was as though a new life opened to me. I had to cook three full meals a day, but I knew nothing of such things as calories, vitamins, or well-balanced meals. Thanks to good nutrition lessons (of several of which I've been the leader) I feel I now serve well-balanced meals much more economically through wise buying . . . "

"Through UNESCO and other interests outside the home, I have been encouraged to understand, help, and sympathize with peoples all over the world. I have broadened my scope of thinking and work. Thus, through becoming a better homemaker, taking interest in local and world conditions, I have gained a desire to better those conditions and to help make the world a better place in which to live. By doing so . . . I have become a better citizen."

"I have learned to make (and live by) a family budget, to prepare better meals, to make over garments, to choose and arrange furniture and fixtures, to buy more wisely, to meet emergencies in the home through first aid and many, many other things. The knowledge and pleasure gained through home demonstration work are immeasurable."

These comments made by homemakers during National Home Demonstration Week in 1951 emphasize how home demonstration work has helped them to realize that "Today's Home Builds Tomorrow's World." In any endeavor it is well to pause occasionally for stock taking; to see where we are, how far we have come, and to set some guideposts for the future. National Home Demonstration Week does that and more. It has provided an opportunity for extension workers and home demonstration women to call to the attention of other women this vast educational program in the homemaking profession. It calls attention to the great contribution of volunteer local leaders who help to translate scientific, technical, cultural, and public affairs information into terms that are easily understood,

thus speeding the adoption of better ways of homemaking. In addition, National Home Demonstration Week calls attention to the importance of the home as a stabilizing influence in the Nation. In times of unusual stress and strain the home is especially important as a bulwark against personal fears and anxieties; therefore, National Home Demonstration Week in 1951 was geared to highlight the responsibilities of the home in developing healthy, happy citizens who can meet the future with courage and confidence.

General Activities

News, Radio and Television Tell the Home Demonstration Story

A wide variety of methods were used to highlight home demonstration work during the 1951 National Home Demonstration Week. The use of mass media listed by the 48 States and Territories that reported show how important they are considered as a means of reaching the general public. Last year 8,746 press articles, 2,015 radio talks participated in by 1,480 extension workers and 10,998 home demonstration women, and 23 television shows told the story of home demonstration work. Of the press articles 914 were editorials and 26 were pictorial spreads in State-wide papers. There were 190 special editions of county and local papers on home demonstration work. Many States report that Home Demonstration Week has resulted in improved understanding of home demonstration work on the part of editors and radio and television station directors. An increase in the number of home demonstration stories carried throughout the year and several radio and television programs are credited to the Week, and a number of weekly newspaper columns were started.

In one county an interesting article was written by the husband of one home demonstration member entitled, "Home Demonstration Philosophy Brings Hope to a Sick World." In another there was a special article about clubs of farm women that started in the sod-house days.

Statements by governors, extension directors, and other State officials cited the great contribution home demonstration work is making toward strengthening American home and community life. Following is a portion of one governor's statement to the women of his State:

"A study of the background of the great men and women of America will disclose that in almost every case there was a good home. Not a wealthy home necessarily, or one in which the financial and political leaders of the day moved freely, but a home where love, care, and sympathetic understanding existed in abundance.

"It is the wife and mother of the household who sets the pattern for the home, and the training she gives her children which determines their qualities of integrity, character, and emotional stability. They are to be the citizens of tomorrow. She is the creative force of today."

Exhibits

With the modern emphasis on visual aids it is interesting to note that 6,304 home demonstration exhibits were on display during the Week. Several States reported that emphasis in exhibits was placed on local accomplishments. In some instances State extension information people have given home demonstration agents special training on exhibits because of the increased need for such help. Displays were placed in public buildings, in banks, stores and other business houses and on floats in parades. Subjects ran the gamut of home demonstration work from historical tableaux, through examples of projects, community activities, international activities and organization. Following are a few examples:

"A float showing the first home demonstration club meeting in the State."

"'Today's Home Builds Tomorrow's World' illustrated by dolls in costumes of many nations with the United States and United Nations flags, a home and 4-H Club and home demonstration work."

"The Homemakers Council obtained a 'window' in a local store where teams from the twelve local clubs took turns demonstrating crafts they had learned during the year."

"Results of programs such as nutrition, clothing, refinishing furniture, home water supply, family life, health, landscaping were by far the most popular subjects for exhibits."

Special Activities and Events

Many States had special features to mark the observance of National Home Demonstration Week. The following activities are typical of those found in many reports:

"Letters were sent to leaders expressing appreciation for help during the year."

"Civilian Defense meetings were held. The film 'Survival Under Atomic Attack' was shown and has been used throughout the year in many counties."

"Health leaders were given special training on cancer control during Week. Exhibits and radio programs and cancer film."

"Reading Program was sponsored in cooperation with the State Library Commission."

"A tour was arranged to the State Capitol, where home demonstration women visited the Governor, saw the State buildings and learned about State Government."

"Clubs prepared club histories which were published in county paper."

"A Soil Conservation Tour was held. The forest ranger and Kiwanis Club cooperated in making it a great success."

"Specialist prepared articles which appeared in all county papers."

"A home demonstration exhibit, 'A Day in the Life of a Home Demonstration Agent,' was put in the Home Economics Building on the campus. Since the cafeteria is in this building, all college students saw the exhibit."

"Recruitment teas were given for high school girls."

"In one community an original playlet in which the 'Spirit of Home Economics' acquainted the high school graduate with opportunities in the field of Home Economics."

"Home demonstration clubs established a scholarship to be available to a high school student to attend the university to study Home Economics."

"White House Conference plays were given in several counties and also reports on White House Conference given at a good number of county meetings."

"'Around the World at Teatime' events spotlighted tea tables at some of the county meetings. Music of different countries was featured and women wore costumes of their native countries. Talks on 'Homemaker's Part in World Understanding' given at meeting. The Week also being 'Music Week,' some county and community groups had programs on music appreciation and music as an international language."

"Typical foods of different countries were displayed and served."

"Extension workers and others who have visited foreign lands recently told of their travels and observations."

"A series of district meetings were held throughout the State. Programs included a talk on China and a report on the White House Conference. 125 of the ACWW study folders, 'The United States of America, Its People and Its Homes' were sold at these meetings."

"'Fashions Through the Years,' was featured in some meetings while in others some of the present-day dresses made by the women themselves were modeled in style reviews."

"Meet your neighbor tea was held. Each club member brought a newcomer and the newcomer was told about home demonstration work by her respective host."

"Gardens, food preservation and yard improvement were especially emphasized at all meetings. Garden tours were planned at these meetings to take place later in summer."

"Home demonstration clubs helped sponsor bands, purchased playground equipment for their community, carried on projects helping local hospital funds, took over the Cancer Drive, presented United Nations flags to their town or school, organized 4-H Clubs."

"Rural Homemakers Leadership Recognition meetings were held."

"Project was started to aid handicapped children."

"Personal letters were sent to each county supervisor."

"The home demonstration agent appeared before the Rotary Club, met some of the members and found that several of the businessmen were very willing to cooperate in helping to put over two events in the county."

"A letter writing contest was held on 'What Home Demonstration Work Has Meant to Me as a Homemaker and as a Citizen.'"

"Three-minute talks were given by 'Minute Women' on the subject 'Help Keep America Strong.'"

"The three high scoring skits written as a part of the 1950 contest were mimeographed and made available for all groups wishing to use them. In a few counties new skits were written and presented."

"Home owners and tenants were stimulated to fix up and paint up."

"Flowers were placed in hospitals, eating places, churches, court houses, etc. with cards stating 'In observance of National Home Demonstration Week.'"

"Recognition for long-time special service was given to home demonstration officers in about 50 counties at their officers' conferences this year."

"Junior and senior councils worked together when planning activities for National Home Demonstration Week and in executing the plans. They assembled exhibits, prepared programs for other organizations and sponsored community and county-wide activities and events. Through this cooperation a better understanding of what junior and adult groups were doing was gained. One agent said, 'The various activities helped cement all clubs into closer relationships.'"

Values of Home Demonstration Work

The States report many values resulting from National Home Demonstration Week:

"Gives the general public an opportunity to become acquainted with objectives, goals, activities and accomplishments of the work."

"Shows organizational relationships between local club, county, State, Nation, and other nations."

"Provides an opportunity for homemakers to consider the factors in building better homes and better family relations."

"The homemakers participating become conscious of the scope of the program and recognize the large organization of which they are a part."

"Pays honor to project leaders, gives them added incentive."

"Helps women to evaluate their program."

"Helps clubs to evaluate themselves, and see if they are growing, or growing stale."

"Highlights the role of the home in preserving American ideals, supporting defense programs on the home front and sharing 'homemaking know-how' and leadership experience with others by means of participating in other organized programs in localities."

"Makes leaders feel proud of their efforts and work even harder after receiving recognition and praise."

Plans for Follow-Up

Some of the ways in which States plan to follow up National Home Demonstration Week are:

"Clubs have established social contact chairmen whose duty it is to call upon all newcomers in the community, inviting them to club meetings and telling them of home demonstration work."

"A weekly column is carried in two papers; a broadcast is made over the radio once a month."

"More training is given in news writing and radio work. In addition to classes at the State Leadership Training Conference, assistance will be given in counties requesting this type of help."

"We are continuing to invite prospective members to regular meetings and to special events."

"Work meetings and demonstrations are being held for homemakers in unorganized communities."

"More activities are planned to enlist the interest of young homemakers in the home demonstration program."

"We are notifying more non-members of garden meetings, tours, and other special events in the county program."

"The exhibit committee will have exhibits placed in local stores throughout the county by the groups in that locality during one week in September."

"We will give more talks to non-Extension groups."

"We are organizing more new clubs with special emphasis upon groups of young homemakers."

"Values of home demonstration work have been used as a round-table discussion at home demonstration club meetings during May. These have served to summarize benefits of the program in the county."

"We are getting more general publicity of the home demonstration program and activities through press and radio, also wider use of pictures in newspaper publicity."

"Promoting special 'teas' for high school seniors as a means of interesting them in the home demonstration program."

"Providing a better planned Extension program in the county."

"Giving special publicity to each community doing a good job.
Give recognition to civic groups assisting with extension work."

"Keeping in contact with business men and women. Have more meetings with merchants. Attend community meetings of Chamber of Commerce."

"Conducting more result demonstrations and hold more meetings at result demonstrations."

"Making a greater use of tours, exhibits and special meetings to sustain and stimulate farther interest of the public in home demonstration work."

"Working to obtain additional personnel and equipment for enlarging the program of home demonstration work."

STATISTICAL SUMMARY
NATIONAL HOME DEMONSTRATION WEEK
1951
(48 States and Territories Reporting)

	<u>State-wide</u>	<u>County</u>	<u>Total</u>
1. Special Announcements (By governors, mayors, university presidents, extension directors and others)	50		50
2. Press			
Editorials	29	885	914
News Stories	237	7,239	7,476
Pictorial Spreads & Special Editions	26	190	216
Feature Stories in State and regional publications	<u>140</u>	<u> </u>	<u>140</u>
Total Press	432	8,314	8,746
3. Radio Programs	252	1,763	2,015
Participated in by: (State & County)			
Extension workers	1,480		
Rural women	10,998		
Others	<u>2,294</u>		
Total participating	14,772		
4. Television Shows	7	16	23
Participated in by: (State & County)			
Extension workers	35		
Rural women	433		
Others	<u>48</u>		
Total participating	516		
5. Special Events			
Meetings	160	8,839	8,999
Attendance	33,211	391,124	424,335
6. Tours		720	
Attendance		22,358	
7. Exhibits	49	6,255	6,304
8. States preparing printed leaflets	8		
9. Poster prepared at State office	3		
10. New Home Demonstration Clubs organized		588	
New Home Demonstration Club members		18,829	
11. Young homemakers invited to meetings		28,000	

